COLUMBIA PRESSBOOK

BIG BOOK! *"The Last Hurrah" is a Book-of-the-Month Club choice, a Brotherhood Medal winner, an Atlantic Prize novel! It's a best-seller, still going strong!*

BIG CAST! *"The Last Hurrah" stars Spencer Tracy! It co-stars Jeffrey Hunter! Dianne Foster! Pat O'Brien! Basil Rathbone! Donald Crisp! James Gleason! Its cast includes such other names as Edward Brophy! John Carradine! Ricardo Cortez! Wallace Ford! Frank McHugh! Jane Darwell! Big names all! And many of them on tour, for tremendous pre-selling space!*

BIG PICTURE! *"The Last Hurrah" was directed and produced by John Ford, four-time Academy Award winner! It is a robust, exciting drama of the kind that promises the utmost in robust, exciting showmanship!*

CAST *and* CREDITS

Skeffington	Spencer Tracy	Sam Weinberg	Ricardo Cortez	Frank Skeffington, Jr.	Arthur Walsh
Adam Caulfield	Jeffrey Hunter	Hennessey	Wallace Ford	Ellen Davin	Ruth Warren
Maeve Caulfield	Dianne Foster	Festus Garvey	Frank McHugh	Kevin McCluskey	Charles Fitzsimons
John Gorman	Pat O'Brien	Mr. Winslow	Carleton Young	Mrs. McCluskey	Helen Westcott
Norman Cass, Sr.	Basil Rathbone	Jack Mangan	Frank Albertson	Mamie Burns	Mimi Doyle
The Cardinal	Donald Crisp	Degnan	Bob Sweeney	Pete	Dan Borzage
Cuke Gillen	James Gleason	Dan Herlihy	William Leslie	Police Captain	James Flavin
Ditto Boland	Edward Brophy	Gert	Anna Lee	Doctor	William Forrest
Amos Force	John Carradine	Monsignor Killian	Ken Curtis	Fire Captain	Frank Sully
Roger Sugrue	Willis Bouchey	Delia	Jane Darwell	Chauffeur	Charlie Sullivan
Bishop Gardner	Basil Ruysdael	Norman Cass, Jr.	O. Z. Whitehead		

Screen Play by Frank Nugent; Based upon the novel by Edwin O'Connor; Directed and Produced by John Ford; Assistant Directors, Wingate Smith, Sam Nelson; Director of Photography, Charles Lawton, Jr., A.S.C.; Art Director, Robert Peterson; Film Editor, Jack Murray; Set Decorator, William Kiernan; Hair Styles, Helen Hunt; Recording Supervisor, John Livadary; Sound, Harry Mills. A John Ford Production. A Columbia Picture.

STORY

(Not for Publication) Political boss Frank Skeffington seeks re-election as Mayor with the help of loyal henchmen John Gorman, Cuke Gillen and Sam Weinberg. Bitterly opposing Skeffington are banker Norman Cass, Sr., and publisher Amos Force, among others. Their candidate is a pliable young war veteran. Sports writer Adam Caulfield watches Skeffington, his uncle, campaign at political rallies, at a "wake," behind-the-scenes in City Hall and elsewhere. His interest in "the last hurrah" antagonizes his wife, Maeve, but Skeffington's warmth and humanity win her over. Skeffington is badly defeated; there is no longer room or need for his kind of politics. In defeat, however, he gleefully announces he will run for governor. (Running Time: 121 Minutes)

OFFICIAL BILLING

COLUMBIA PICTURES 25%

presents

SPENCER TRACY 100%

in

THE LAST HURRAH 100%

A JOHN FORD PRODUCTION 25%

co-starring

JEFFREY HUNTER • DIANNE FOSTER • PAT O'BRIEN • BASIL RATHBONE • DONALD CRISP • JAMES GLEASON 60%

Screenplay by FRANK NUGENT • Based on the Novel by EDWIN O'CONNOR 25%

Directed and Produced by JOHN FORD 25%

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Gorman... The Henchman

The Banker... From Snob Hill

Cuke... The Wise Clown

Delia... The Professional Mourner

HURRAH FOR THE BIG BOOK, THE BIG CAST, THE BIG PICTURE!

HURRAH FOR THE JUICE OF ITS LIFE... THE JOY OF ITS LOVE!

His Eminence, The Cardinal...

Festus... The Unreformed Reformer

Ditto... The "Yes, Yes," Man

Sam... Dandy Detail Man

COLUMBIA PICTURES

presents

SPENCER TRACY

as

Frank Skeffington

THE LAST HURRAH

—something to shout about!

A JOHN FORD PRODUCTION

co-starring

JEFFREY HUNTER · DIANNE FOSTER · PAT O'BRIEN
BASIL RATHBONE · DONALD CRISP · JAMES GLEASON

Screenplay by FRANK NUGENT · Based on the Novel by EDWIN O'CONNOR

Directed and Produced by JOHN FORD

T H E A T R E

Ad No. 304—585 Lines

(See page 2 for 2-column size of this ad.)

PB# 4413

BIG BOOK!
BIG CAST!
BIG PICTURE!

HURRAH! FOR SPENCER TRACY AS SKEFFINGTON, THE SCREEN'S MOST FASCINATING ROGUE!

HURRAH! FOR A TALE TEMPESTUOUS IN THE TELLING AND WARM, WONDERFUL, FUNNY AND UNFORGETTABLE IN THE SEEING!

HURRAH! AS THE SCREEN OPENS WIDE THE POWERFUL PAGES OF THE BOOK-OF-THE-MONTH PRIZE-WINNING BESTSELLER THAT TOOK THE NATION BY STORM!

HURRAH! FOR THE JUICES OF ROUGH-AND-TUMBLE LIFE BRIMMING OVER IN 4-TIME ACADEMY AWARD WINNER JOHN FORD'S MASTERPIECE!

COLUMBIA PICTURES presents

SPENCER TRACY
in
THE LAST HURRAH

A JOHN FORD PRODUCTION / co-starring JEFFREY HUNTER · DIANNE FOSTER · PAT O'BRIEN · BASIL RATHBONE · DONALD CRISP · JAMES GLEASON

Screenplay by FRANK NUGENT · Based on the Novel by EDWIN O'CONNOR · Directed and Produced by JOHN FORD

T H E A T R E

Ad No. 401—620 Lines

(See page 6 for 3-column size of this ad.)

Gorman... The Henchman

The Banker... From Snob Hill

Cuke... The Wise Clown

Delia... The Professional Mourner

HURRAH FOR THE BIG BOOK, THE BIG CAST, THE BIG PICTURE!

HURRAH FOR THE JUICE OF ITS LIFE... THE JOY OF ITS LOVE!

His Eminence, The Cardinal...

Festus... The Unreformed Reformer

Ditto... The "Yes, Yes," Man

Sam... Dandy Detail Man

COLUMBIA PICTURES presents

SPENCER TRACY
as
Frank Skeffington

THE LAST HURRAH

—something to shout about!

A JOHN FORD PRODUCTION

co-starring
JEFFREY HUNTER · DIANNE FOSTER · PAT O'BRIEN
BASIL RATHBONE · DONALD CRISP · JAMES GLEASON

Screenplay by FRANK NUGENT · Based on the Novel by EDWIN O'CONNOR
Directed and Produced by JOHN FORD

T H E A T R E

Ad No. 209—286 Lines

(See front cover for 3-column size of this ad.)

Ad No. 305—420 Lines

Ad No. 303—495 Lines

(See page 6 for 2-column size of this ad.)

Ad No. 402—360 Lines

(See page 6 for 3-column size of this ad.)

Ad No. 203—248 Lines

Ad No. 204—138 Lines

Ad No. 104—68 Lines

Composite Mat Special No. 1

includes the following ad mats and publicity scenes:

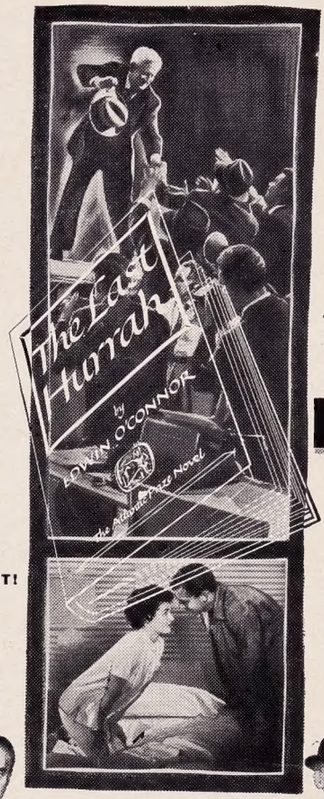
- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 104
- Publicity 1-A
- Ad No. 201
- Ad No. 202
- Ad No. 203
- Ad No. 204
- Publicity 2-A

THE MOTION PICTURE TO CHEER!

...FOR EVERYONE OLD ENOUGH TO VOTE OR KISS A BABE —OF ANY AGE!

The big story of America's Big-Shot era... and the young generation of hot-shots who blasted it apart!

BIG BOOK! BIG CAST! BIG PICTURE!



COLUMBIA PICTURES presents

SPENCER TRACY!

as Frank Skeffington

in THE LAST HURRAH

A JOHN FORD! PRODUCTION

Atlantic Prize Best-Seller!

Book-of-the-Month Champion!

co-starring

JEFFREY HUNTER · DIANNE FOSTER · PAT O'BRIEN
BASIL RATHBONE · DONALD CRISP · JAMES GLEASON

EDWARD BROPHY · JOHN CARRADINE · BASIL RUYSDAEL · RICARDO CORTEZ · WALLACE FORD · FRANK McHUGH
FRANK ALBERTSON · WILLIAM LESLIE ANNA LEE · KEN CURTIS · JANE DARWELL · O. Z. WHITEHEAD

Screenplay by FRANK NUGENT
Based on the Novel by EDWIN O'CONNOR
Directed and Produced by JOHN FORD

Ad No. 301—360 Lines

BIG BOOK! BIG CAST! BIG PICTURE!

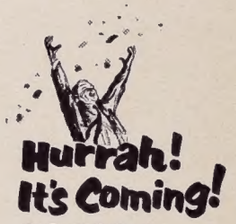
Ad No. 203—70 Lines

THE MOTION PICTURE TO CHEER!

BIG BOOK! BIG CAST! BIG PICTURE!

Ad No. 103—42 Lines

Three Teaser Ads



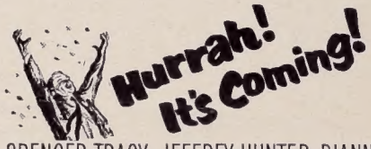
Hurrah! It's Coming!

BIG BOOK!
BIG CAST!
BIG PICTURE!

THE LAST HURRAH

A JOHN FORD PRODUCTION
A COLUMBIA PICTURE

Ad No. 105—50 Lines



Hurrah! It's Coming!

SPENCER TRACY · JEFFREY HUNTER · DIANNE FOSTER
PAT O'BRIEN · BASIL RATHBONE · DONALD CRISP · JAMES GLEASON · EDWARD BROPHY · JOHN CARRADINE · BASIL RUYSDAEL · RICARDO CORTEZ · WALLACE FORD · FRANK McHUGH · FRANK ALBERTSON · WILLIAM LESLIE · ANNA LEE · KEN CURTIS · JANE DARWELL · O. Z. WHITEHEAD

BIG BOOK! BIG CAST! BIG PICTURE!

THE LAST HURRAH

A JOHN FORD PRODUCTION · A COLUMBIA PICTURE

Ad No. 205—100 Lines

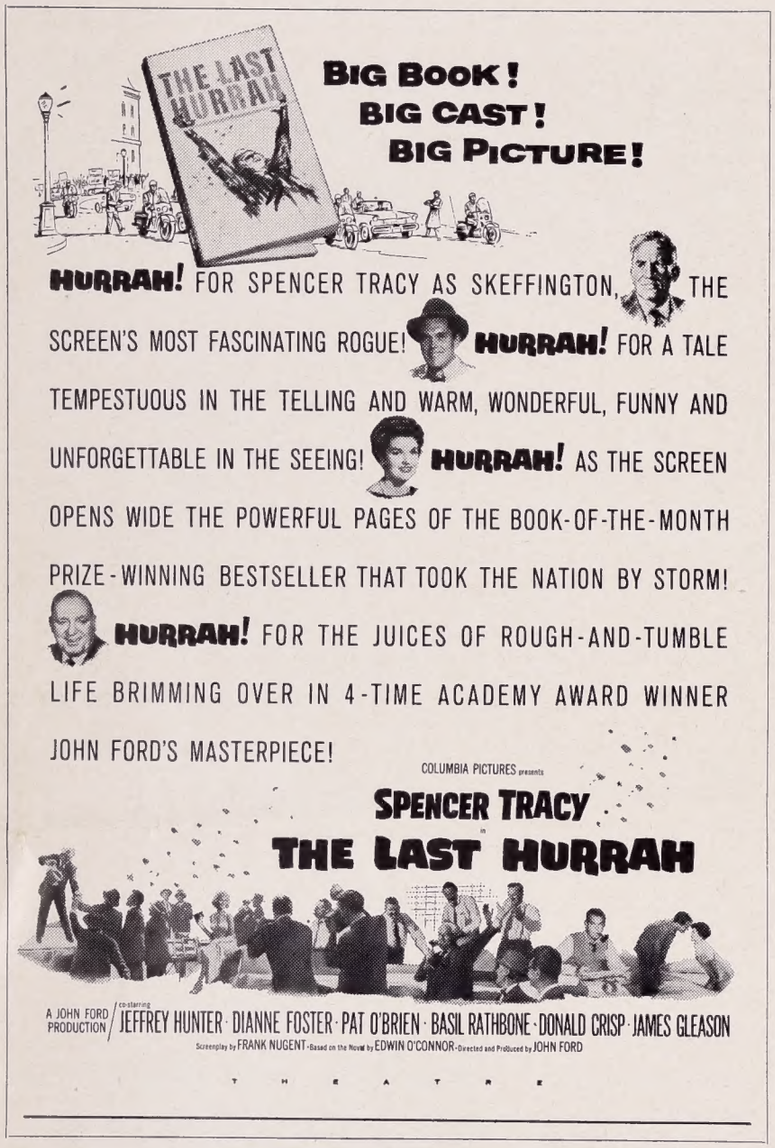
Hurrah! It's Coming!

BIG BOOK! BIG CAST!
BIG PICTURE!

THE LAST HURRAH

A JOHN FORD PRODUCTION · A COLUMBIA PICTURE

Ad No. 206—100 Lines



Ad
No. 302
345 Lines

(See page 2 for 4-column size of this ad.)

Ad
No. 207
220 Lines

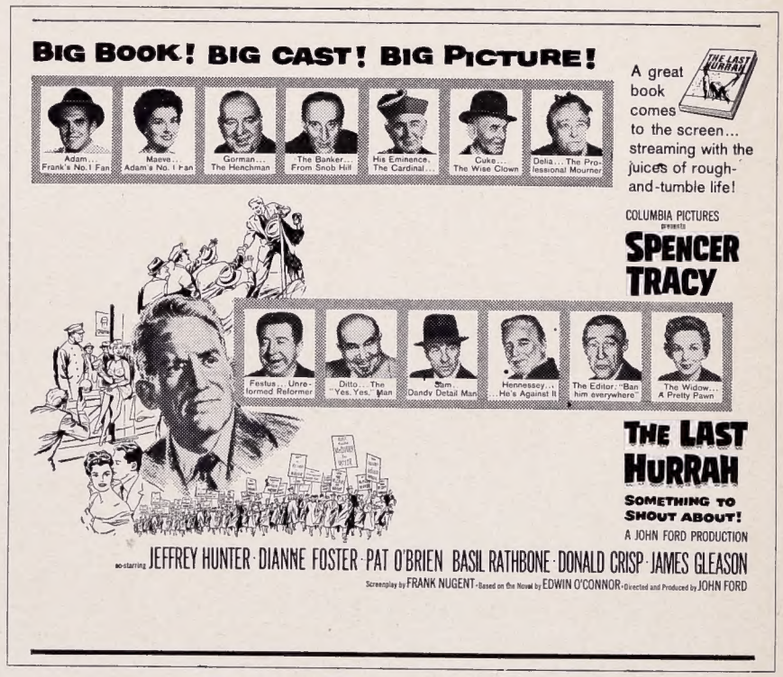
(See page 3 for 3-column size of this ad.)

Ad No. 202—56 Lines

Ad No. 102—28 Lines

Ad No. 201—28 Lines

Ad No. 101—14 Lines



Ad No. 306—201 Lines

(See page 4 for 4-column size of this ad.)

(Review)

Pouring across the.....Theatre screen from the tumultuous pages of Edwin O'Connor's powerful best seller, John Ford's new production, "The Last Hurrah," stars Spencer Tracy in a truly brilliant performance as Mayor Frank Skeffington. "The Last Hurrah," Tracy and his fellow players, Mr. Ford and everyone else involved in making this new Columbia Picture, herewith get our vote for the best picture of the year.

Twice winner of the Academy Award, Tracy is backed in "The Last Hurrah" by an imposing array of co-stars including handsome Jeffrey Hunter, lovely Dianne Foster, Pat O'Brien, Basil Rathbone, Donald Crisp and James Gleason.

Skeffington, as Tracy plays him and as best-selling novelist Edwin O'Connor described him, is utterly engaging, shrewd, flamboyant and witty—with perhaps an occasional touch of larceny. He presides over a large city and now, a political veteran, he stands poised for yet another campaign— the hurly-burly of old-time politics with its torchlight parades, baby-kissing, slashing attacks on his opposition and behind-the-scenes maneuvering for support. In addition, he finds time to patch up the romance between Miss Foster, who is violently opposed to him, and Hunter, his newspaperman nephew.

The richness of "The Last Hurrah" as it slices its exciting way around a great city during a hot political campaign can only be hinted at here. But the sly laughter and the tears, the drama and the boiling emotion that are part of the novel have all been transferred intact to the screen. "The Last Hurrah" moves entertainingly and powerfully through the worlds of City Hall and the slums, religious and financial fields, publishing and high society, perceptively directed and powerfully produced by four-time Academy Award winner John Ford.

Tracy's performance as the seasoned campaigner is in tremendous keeping with his role. O'Brien plays his staunch political ally and friend, as does James Gleason, while Basil Rathbone as a banker-antagonist and Donald Crisp as a religious dignitary are other colorful figures in the picture.

"The Last Hurrah" was written for the screen by Frank Nugent.

(Jeffrey Hunter)

The best way to score a "beat" at the movie boxoffice is to play a newspaperman on the screen, according to Jeffrey Hunter who does just that in John Ford's production for Columbia Pictures, "The Last Hurrah," starring Spencer Tracy at the ..... Theatre. Also co-starred in the drama are Dianne Foster, Pat O'Brien, Basil Rathbone, Donald Crisp and James Gleason.

"Probably the best remembered newspaper reporters of all time were Pat O'Brien and Adolph Menjou in 'The Front Page,' in which O'Brien shot to stardom," Hunter said. "Edward G. Robinson broke away from a long list of gangster portrayals by enacting a city editor in 'Five Star Final.' It paved the way for the public to accept him in a long list of versatile performances." Spencer Tracy's performance as a sports writer in "Woman of the Year" is a memorable one, and so was that of Clark Gable in "It Happened One Night," to cite others.

"The Last Hurrah," based on the powerful best-selling novel by Edwin O'Connor, was written for the screen by Frank Nugent. John Ford directed and produced.

(General Advance)

Spencer Tracy, twice winner of an Academy Award as best actor, and John Ford, four-time Oscar winner as best director, combine their talents in Columbia Pictures motion version of Edwin O'Connor's best seller, "The Last Hurrah," opening.... at the ..... Theatre.

In bringing the powerful novel to king-size screen life, Columbia Pictures has assembled a notable cast. Co-starred with Tracy are such distinguished names as Jeffrey Hunter, Dianne Foster, Pat O'Brien, Basil Rathbone, Donald Crisp and James Gleason. In addition, "The Last Hurrah" is peopled with such other brilliant character actors as Edward Brophy, Ricardo Cortez, Jane Darwell, Anna Lee, John Carradine and Wallace Ford, to name but a few.

"The Last Hurrah" presents Tracy as the long-time political boss of a big city, master of a well-oiled and well-heeled political machine and a man who has the respect and adoration of his people. Even though he is opposed by the self-styled "respectable" elements—including leaders in the community's social, financial, publishing and religious fields—Tracy's many large and human services, plus the exuberance and excitement of his political campaigning, make him confident of another victory. He maneuvers for votes in City Hall, at a "wake," at political rallies. His personal charm swings over to his side the otherwise hostile Miss Foster when he patches up her romance with his sports writer nephew, Jeffrey Hunter.

But "The Last Hurrah" reportedly is more, much more, than the story of an election. It is an exciting, entertaining and powerful study of a man, and the city he helped to build. It is a study in triumph, in conflict and defeat.

Frank Nugent penned the screenplay from Edwin O'Connor's tumultuous best-selling novel. John Ford directed and produced "The Last Hurrah" for Columbia Pictures.

(Donald Crisp)

Looking back at his more than 50 years in show business, Donald Crisp thinks it's much easier, today, to break into movies than it ever was before.

"That's mostly because of television," the veteran actor stated on the set of John Ford's "The Last Hurrah," in which he has a co-starring role with Spencer Tracy at the ..... Theatre. Jeffrey Hunter, Dianne Foster, Pat O'Brien, Basil Rathbone and James Gleason are also co-starred in the Columbia picture.

"Today, a kid can give one brilliant performance on TV and be snapped up for a movie contract soon after. It's happened many times just that way. One example was Eva Marie Saint, who was discovered on television and grabbed an Oscar for her role in "On the Waterfront.' And among the long list was the late James Dean. Like the farm system in baseball, TV has become the training ground for the jump into the big-time."

(Opening Notice)

Spencer Tracy stars as Mayor Frank Skeffington in "The Last Hurrah," the John Ford production for Columbia Pictures which opens at the ..... Theatre on ..... Based on the best-selling novel by Edwin O'Connor, "The Last Hurrah" co-stars Jeffrey Hunter, Dianne Foster, Pat O'Brien, Basil Rathbone, Donald Crisp and James Gleason. Frank Nugent penned the screen play. A four-time Academy Award winner, Ford directed and produced the film.

***(Mat 2-A; Still No. 55)* Rough-and-tumbling out of the pages of the best-seller come Spencer Tracy as Mayor Frank Skeffington and, left to right, Frank McHugh, Pat O'Brien, Edward Brophy, James Gleason and Ricardo Cortez as his political aides in John Ford's "The Last Hurrah," a Columbia picture.**

(Pat O'Brien)

Pat O'Brien currently is co-starred with his life-long friend Spencer Tracy in the John Ford production of Columbia Pictures' "The Last Hurrah," now at the ..... Theatre. Also co-starred in "The Last Hurrah" are Jeffrey Hunter, Dianne Foster, Basil Rathbone, Donald Crisp and James Gleason.

O'Brien and Tracy, boyhood friends in their native Milwaukee, together joined the Navy while still in school. After the war, Pat enrolled in the law course at Marquette University but a performance in the college drama club production of "Charley's Aunt" interested him in acting; he quit college to try his luck on Broadway. Pat persuaded Spencer Tracy, then attending Ripon College, to go with him to New York, where they roomed together until acting jobs took them around the country.

Pat spent years with road and stock companies. He appeared on Broadway with Josephine Hutchinson in "A Man's Man," on the road with Helen Hayes in "Coquette," and again on the road in "The Front Page." His fortunes were at a low ebb when Howard Hughes summoned him to Hollywood to play the reporter in the film version of "The Front Page."

"The Last Hurrah" was written for the screen by Frank Nugent from Edwin O'Connor's best-selling novel. John Ford directed and produced the Columbia drama.

***(Mat 1-A; Still No. Tracy 1)* Spencer Tracy is starred as Mayor Frank Skeffington in Columbia Picture's dramatization of "The Last Hurrah," a John Ford production.**

(James Gleason)

Think of James Gleason and you automatically think of the hat he perches jauntily on his head. That hat—military, fedora or straw—is as much a part of his acting technique as his voice and perpetual grimace. Now, in Columbia Pictures' new John Ford production, "The Last Hurrah," at the ..... Theatre, Jimmy wears everything from a top hat to a homburg, and usually at an angle. Jeffrey Hunter, Dianne Foster, Pat O'Brien, Basil Rathbone and Donald Crisp also co-star in "The Last Hurrah."

Gleason claims a headpiece is invaluable in helping him to portray a mood. When he wants to be tough, he snaps the brim down and clamps his teeth on a long cigar. When he's puzzled, he sets his hat well back on his head. When he's lighthearted and gay, he places it at a rakish angle. When he's frustrated, he pulls the felt hat down over his ears and glowers. When he snoozes, the hat comes down over his eyes.

No matter what Gleason does, his hat does it with him.

Four-time Academy Award winner John Ford directed and produced "The Last Hurrah."

(Dianne Foster)

Beauty is international and Dianne Foster is both. Currently co-starred in John Ford's production for Columbia Pictures, "The Last Hurrah," at the..... Theatre, Miss Foster has achieved a singular success in Canada, where she was born, in England and in America. Spencer Tracy stars and Jeffrey Hunter, Pat O'Brien, Basil Rathbone, Donald Crisp and James Gleason also co-star in "The Last Hurrah."

Born in Edmonton, Canada, Miss Foster attended local schools and later graduated from the Banff School of Fine Arts. Subsequently, in Toronto, she became Canada's leading radio star. Modeling then attracted Dianne, who became an instructor at the Toronto school for models. She doubled her radio work with modeling before deciding that, after all, the stage was her favorite profession.

Dianne headed for London, where she won increasingly important stage and screen roles, and Hollywood attention. Recently, she returned to England to make "Gideon of Scotland" for producer-director John Ford, and then resumed her Hollywood career in "The Last Hurrah."

A four-time Academy Award winner, Ford directed and produced the Columbia drama based on Edwin O'Connor's best-selling novel.

(Spencer Tracy)

Spencer Tracy brings more than 25 years of spectacular motion picture achievement to the John Ford production for Columbia Pictures, "The Last Hurrah," at the ..... Theatre. Tracy plays Mayor Skeffington.

Tracy made his motion picture debut in "Up the River," also a Ford-directed picture, almost immediately establishing himself as a leading Hollywood star. In 1938, he won his first Academy Award for his work in "Captains Courageous." His second Oscar came the following year for "Boys Town." Among Tracy's best-remembered motion pictures are "Fury," "Edison the Man," "Northwest Passage," "Dr. Jekyll and Mr. Hyde," "Woman of the Year," "A Guy Named Joe," "Edward, My Son," "Father of the Bride" and "Bad Day at Black Rock." More recently he has starred in "The Mountain" and "The Old Man and the Sea."

Tracy was born in Milwaukee, Wisc., where he was Pat O'Brien's inseparable boyhood companion. When World War I began, he and O'Brien joined the Navy. After the war, he resumed his studies but quit Ripon College when he got the acting bug, heading for New York to room with O'Brien, also an aspiring actor.

Tracy's first role was the Theatre Guild's "R. U. R." He played in stock companies and then returned to Broadway and a smash success in "The Last Mile." Hollywood grabbed him then.

Co-starred with Tracy in "The Last Hurrah" are Jeffrey Hunter, Dianne Foster, Pat O'Brien, Basil Rathbone, Donald Crisp and James Gleason. Frank Nugent wrote the screen play from Edwin O'Connor's best-seller.

"The Last Hurrah" was directed and produced by Ford.

(Basil Rathbone)

Shakespeare and Sherlock Holmes, what more does an actor need? Basil Rathbone, currently co-starred in the John Ford production of Columbia Pictures' "The Last Hurrah," which stars Spencer Tracy at the ..... Theatre, had both. Jeffrey Hunter, Dianne Foster, Pat O'Brien, Donald Crisp and James Gleason also star in the new drama.

A native of Johannesburg, South Africa, Rathbone moved to England when he was four. He saw service in World War I and was awarded the Military Cross. Rathbone entered the theatre by way of the famed Benson Shakespearean Company

Rathbone rose fast in his profession, playing as many as 53 parts in 22 Shakespearean plays. He achieved stardom in the London production of "Peter Ibbetson," first visited America with "Catherine the Great." Other notable stage successes for Rathbone were "The Swan," "R.U.R.," "Romeo and Juliet" and "The Heiress." His motion picture hits have included "The Last of Mrs. Cheyney," "Romeo and Juliet," "David Copperfield," "A Tale of Two Cities," "Anna Karenina," "Robin Hood" and, of course, his series of pictures as Sherlock Holmes.

(John Ford)

Four-time Academy Award winner John Ford directed and produced "The Last Hurrah," starring Spencer Tracy at the ..... Theatre. Co-starred with Tracy in "The Last Hurrah" are Jeffrey Hunter, Dianne Foster, Pat O'Brien, Basil Rathbone, Donald Crisp and James Gleason. Ford's Award-winning films are "The Grapes of Wrath," "How Green Was My Valley," "The Informer" and "The Quiet Man."

Selling Aids!

TRANSCRIPTION

A number of varied spot announcements, all open end for local commentator to add theatre credits. Available on a single disc. Order through your Columbia exchange. Transcription will be shipped direct to you from New York City.

PHOTO STORY

The story of the film told in pictures and accompanying captions for newspaper and television use. Order direct from: Columbia Pictures Publicity Dept., 711 Fifth Avenue, New York 22, N. Y. The material will be mailed direct to newspaper or TV station and your name will be credited.

DISPLAYS

9' x 12' flag: single-faced, $45.00; double-faced, $75.00. Badge: 40c each. Streamer: 17' long, $12.50 each. Valance: $1.50 per running foot; minimum size, 10 feet. Bumper strip: $1.00 each; minimum order, 15. Order from: National Flag Co., 43 W. 21 St., N. Y. 10, N. Y. In Canada: Theatre Poster Service, 227 Victoria St., Toronto, Ont.

TWO TELOPS

Style A share theatre identification with the television station. Style B carries theatre advertising only. Price: $5.00 each without theatre imprint; $7.50 each with theatre imprint; $2.00 each for every additional slide or telop. Order, specifying the style you want and your theatre-playdate copy, direct from: QQ Title Card Co., 247 West 46th Street, New York 36, N. Y.

15-SECOND SPOT

"The Last Hurrah!" The best-seller, now a great motion picture! Starring Spencer Tracy! Co-starring Jeffrey Hunter! Dianne Foster! Pat O'Brien! Basil Rathbone! Donald Crisp! James Gleason! "The Last Hurrah!" State Theatre! Now!

Spencer Tracy!

Don't overlook Spencer Tracy's reputation as a great actor in your all-out campaign. See to it that his photos are displayed in every window in town; in your own lobby, set up a gallery of scenes from his past pictures . . . either identified by title or not! And, in view of Tracy's 25th anniversary as a screen star, try for a newspaper picture spread around the star and his roles, including his two Academy Awards!

CIGARS

Traditionally, cigars accompany major celebrations — births, marriages, political victories and, of course, your playdate of "The Last Hurrah!" Work a local tie-up, involving a cigar giveaway for men (candy for the ladies!) via street ballyhoo or to first 100 in the audience daily. And go after store window displays!

Accessories!

24 SHEET (Above)

6 SHEET (Below)

3 SHEET (Below, right)

1 SHEET (Right)

- 22 x 28A • 22 x 28B (SLIDE same design)
- INSERT CARD • 8 11 x 14's
- WINDOW CARD • TRAILER
- 40 x 60, 30 x 40, 24 x 60 and 24 x 82 SPECIALTY DISPLAYS
- 4 STILL SETS • STANDEE (25 horizontals, 25 uprights, pressbook set, art set.)
- COMPOSITE MAT

STILLS

In addition to Spencer Tracy, many of the co-stars and featured players in "The Last Hurrah" have been moviegoer favorites for years. Some of these film greats, along with their still numbers, are listed below. Set up a lobby display and a contest in which audiences identify the players. Same idea might be used on TV.

Pat O'Brien, Still No. 61; Basil Rathbone, Still No. 58; Donald Crisp, Still No. 79; James Gleason, Still No. 57; Ricardo Cortez, Still No. 62; Edward Brophy, Still No. 29; Wallace Ford, Still No. 81; Frank McHugh, Still No. 15; John Carradine, Still No. 59; Basil Ruysdael, Still No. 31; Jane Darwell, Still No. 18.

Also useful are Still Nos. 86, 97 and 98 (Spencer Tracy); 107 and 117 (Jeffrey Hunter); 88 and 90 (Dianne Foster). Also, Still Nos. Spencer Tracy 2, Dianne Foster 107 and Art 2 (used in the ads). Local dealer tie-ups might be worked around Still Nos. 41 (flowers); 64 (derby hats, chesterfields, boutonnieres); 84, 100 (men's wear); 88 (jewelry, ladies' wear); 90 (ladies' wear); 92 (men's wear and general windows); 93 (general windows); 132 (milk, breakfast foods); Spec. 4 (record players); Spec. 5 (tape recorders); Spec. 7 (smoke shops, typewriters).

DRIVE-IN'S

- Work with shopping centers in a "lucky number" stunt, picking up the license numbers of a few parked cars daily for display at your theatre. Cars carrying those numbers get admitted free, of course.
- Guest-admit all drivers named Skeffington, or women named Maeve.
- Collect copies of "The Last Hurrah" (and other best-sellers!) for distribution to local hospitals, etc.
- Road signs: *"This Way to 'The Last Hurrah!'"*
- Rubber-stamp message on paper cups, trays, etc.
- Arrange for a bus-load of veterans, from local vets' hospital, to be your guests at each showing.
- At intermission time, in advance of playdate, fire a skyrocket or flare from your concession center, with p.a. announcements.

HURRAHS

Call attention to John Ford's reputation as a film-maker (four Academy Awards, for "The Informer," "How Green Was My Valley," "Grapes of Wrath" and "The Quiet Man") by setting up a special display of stills from John Ford pictures . . . naturally, including "The Last Hurrah." Top-line it: *"Hollywood Hurrahs for John Ford, Director-Producer of 'The Last Hurrah!'"*

PLAY POLITICS

- Stage an old-time political-type torchlight parade to your theatre, opening night, starting from City Hall or other important spot within reasonable distance of your theatre. Participants, bands, etc., might all be promoted through the offer of prizes for the best band, the most unique vehicles participating, the most attractive sign, etc. Supply marchers with banners calling attention to picture and playdate.
- Local library, newspaper offices and, perhaps, Board of Elections, might supply political party symbols, slogans, posters, etc. for an exciting lobby display. Work newspaper, radio or TV contest around the material, with audiences identifying the political trademarks and elections.
- Advertise for a local collector of election campaign buttons. Put 'em on display! And arrange for newspaper, radio/TV interviews plugging collector and your picture.
- Send out a sound truck decorated like an electioneering vehicle, with the announcer exhorting folks to take an interest in local government, civic meetings, etc., tailored to local conditions. End announcements with picture plugs.
- Radio/TV stations, localites, library, etc., might have tape or other recordings of prominent political personalities, and their speeches. Excerpts from their speeches can provide a truly sensational radio contest.

SCHOOLS

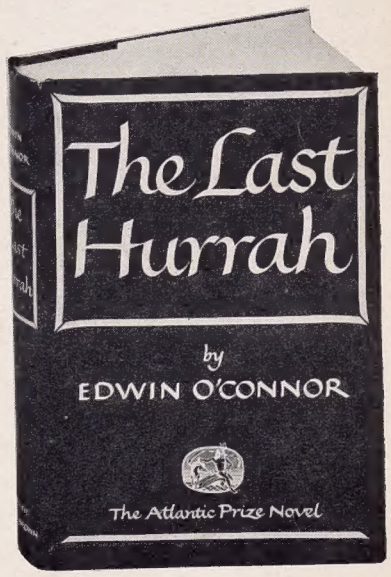
Take advantage of the fact that most school and college agendas today concern themselves seriously with politics by calling your film to the attention of teachers and students.

- Conduct a "Last Hurrah" essay contest in which students write about politics—past and present.
- Present copies of the book to the school libraries and ask the teachers to us them for discussion.
- Invite teachers to a special performance of the film so that they can discuss it in class.
- Organize a special "civic" afternoon for students in cooperation with the schools: a field trip to City Hall, courts of justice, fire and police departments, etc., and a special performance of "The Last Hurrah."

BABY CONTEST

In "The Last Hurrah," Spencer Tracy talks about kissing babies, the old-time "political" routine. Stage a baby contest of your own, if the mayor or other civic dignitary will go along. Or work it with a radio/TV personality. Local milk company might go along: a week's supply of milk to all babies entered.

Book Tie-Up!



- Edwin O'Connor's best-selling Book-of-the-Month Club novel, "The Last Hurrah," is published in hard-cover edition (above) by Atlantic-Little, Brown and Co., 34 Beacon St., Boston, Mass., and in paperback reprint (below) by Bantam Books, 25 W. 45 St., N. Y. C.
- Bantam Books has available an 11" x 14" card for use in windows or as newsstand tack card, and a 22" x 40" truck banner. This Bantam Books promotion material is distributed by Curtis Circulation Company (check your phone book). There is space for imprinted or sniped theatre credits. Supply stills and posters from the picture to retailers and library for displays. Use a small ad for bookmark distribution. Get book reviewers to discuss picture and novel.

11" x 14" Two-Color Newstand Tack Card

- IMPORTANT: As a novel, "The Last Hurrah" was awarded a Brotherhood Medal by the National Conference of Christians and Jews. If your local situation permits, this fact can be used in your selling campaign.

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